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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-40APP (GP-092-00-US)

Appl. No.: 10/795,807

Applicants: Salar Arta KAMANGAR, et al.

Filed: March 8, 2004

Title: ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER  
COMPETITION

TC/A.U.: 3688

Examiner: Daniel Lastra

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the final Office Action mailed on June 5, 2009 (Paper No. 20090523), which set a period for response to expire on September 5, 2009, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 17 of this paper.